

May registrations total 733,229

New-car market hits 5-year low

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in May were down sharply from a year earlier to the lowest level since 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in May totaled 733,229, down 25.68 percent from 986,523 a year earlier and the lowest for the month since 656,803 in 1975.

May registrations were also down from 783,741 in April, a reversal of the usual pattern. In

Excluding imports, domestic-only registrations in May were divided this way: GM, 65.10 percent; Ford Motor Co., 23.16 percent; Chrysler Corp., 9.19 percent; AMC, 2.51 percent, and miscellaneous, 0.04 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.44 percent; Ford Motor Co., 26.04 percent; Chrysler Corp., 11.43 percent; AMC, 2.02 percent, and miscellaneous, 0.07 percent.

a year earlier, while compacts were down 0.34 of a point to 22.83 percent and luxury units dipped 0.96 of a point to 4.22 percent.

Registrations by size class in May were: Subcompacts, 89,771; compact, 164,952; intermediate, 154,643; standard, 78,287; luxury, 30,916, and imports, 214,660.

The top 20 domestic nameplates in registrations in May were:

1—Chevrolet Citation	34,679
2—Chevrolet Chevette	29,913
3—Ford Fairmont	25,083
4—Chevrolet Malibu	22,772
5—Olds Cutlass Supreme	22,137
6—Ford Mustang	21,542
7—Standard Chevrolet	18,534
8—Olds Cutlass	18,354
9—Standard Oldsmobile	17,211
10—Buick Regal	15,335
11—Buick Skylark	14,500
12—Standard Ford	12,886
13—Chevrolet Monte Carlo	12,792
14—Ford Pinto	12,673
15—Buick Century	12,633
16—Chevrolet Monza	12,000
17—Standard Buick	11,178
18—Pontiac Sunbird	10,606
19—Cadillac	9,357
20—Ford Thunderbird	9,245

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every year in the decade of the '70s, the May total was higher than April.

Import registrations were off 9.54 percent to 214,660 from the any-month record in May last year of 237,289, while domestic registrations plummeted 30.79 percent from 749,234 to 518,569.

For the first five months of 1980, new-car registrations totaled 3,775,174, down 13.64 percent from 4,371,825 last year.

American Motors and General Motors increased their market shares in May compared with a year earlier, as did the imports.

AMC boosted its share of registrations 0.24 of a percentage point to 1.78 percent, while GM was up 0.14 of a point to 65.04 percent. Import penetration was a record 29.98 percent, up 5.23 points.

Ford Motor Co. suffered the biggest market-share loss, down 3.39 percentage points to 16.38 percent. Chrysler Corp. saw its market share fall 2.19 points to 6.49 percent. Miscellaneous domestic lines were off 0.03 of a point to 0.03 percent.

By size segments, the biggest shifts were a hefty increase for imports and a substantial loss for standards. Subcompacts and intermediates were up slightly, while compacts and luxury units declined.

Imports again took the biggest chunk of the market, 29.28 percent, and registered the biggest gain in market share over May a year earlier, 5.23 points. Subcompacts were up 0.39 of a point to 12.24 percent and intermediates gained 0.38 of a point to 21.09 percent.

The standard segment accounted for 10.68 percent of May registrations, off 3.61 points from

NEW-CAR MARKET SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1980	Percent Share of Market	Regis., May, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 5 mos., 1980	Percent Share of Market	Regis., 5 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	144,872	19.76	199,554	20.23	- 0.47	761,951	20.18	869,467	19.89	+ 0.29
Ford	88,062	12.01	138,449	14.03	- 2.02	472,714	12.52	659,207	15.08	- 2.56
Oldsmobile	68,573	9.35	89,152	9.04	+ 0.31	332,715	8.81	387,541	8.86	- 0.05
Buick	57,321	7.82	63,126	6.40	+ 1.42	284,034	7.53	279,730	6.40	+ 1.13
Pontiac	50,854	6.93	74,408	7.54	- 0.61	258,361	6.84	330,186	7.55	- 0.71
Mercury	26,192	3.57	45,783	4.34	- 1.07	148,026	3.92	223,624	5.12	- 1.20
Dodge	19,097	2.60	34,380	3.48	- 0.88	104,677	2.77	164,286	3.76	- 0.99
Plymouth	17,906	2.44	31,743	3.22	- 0.78	97,623	2.59	150,121	3.43	- 0.84
Cadillac	15,966	2.18	26,570	2.69	- 0.51	93,371	2.47	136,740	3.13	- 0.66
AMC	13,040	1.78	15,174	1.54	+ 0.24	68,607	1.82	58,325	1.33	+ 0.49
Chrysler	10,667	1.45	19,491	1.98	- 0.53	61,814	1.64	97,707	2.24	- 0.60
Lincoln	5,830	0.80	10,851	1.10	- 0.30	33,752	0.89	61,752	1.41	- 0.52
GENERAL MOTORS	337,586	46.04	452,810	45.90	+ 0.14	1,730,432	45.83	2,003,664	45.83	
FORD MOTOR CO.	120,084	16.38	195,083	19.77	- 3.39	654,492	17.33	944,583	21.61	- 4.28
CHRYSLER CORP.	47,670	6.49	85,614	8.68	- 2.19	264,114	7.00	412,114	9.43	- 2.43
AMERICAN MOTORS	13,040	1.78	15,174	1.54	+ 0.24	68,607	1.82	58,325	1.33	+ 0.49
IMPORTS	214,660	29.28	237,289	24.05	+ 5.23	1,056,196	27.98	951,055	21.76	+ 6.22
MISCELLANEOUS	189	0.03	553	0.06	- 0.03	1,331	0.04	1,884	0.04	
TOTAL	733,229		986,523			3,775,174		4,371,825		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

truck industry news

Only one of 8 weight groups tops '79

5-month, May tallies are lowest since 1975

Registrations of new trucks of all types in the U. S. in the first five months of 1980 and for May were the lowest for these periods in five years.

Through May, according to R. L. Polk & Co. statistics, 1,091,529 units were registered, a decline of 27.1 percent below last year's 1,497,815. The total for May was down 33.9 percent from a year ago, 206,868 versus 313,044.

In 1975, five-month registrations totaled only 856,199 units in a market plagued by recession and big-truck buyers' reluctance to purchase vehicles equipped with electronic devices to comply with the federal government's new air-braking standard. The May total in 1975 was 197,206 units.

Group 7 was the only one of the eight to show an increase in registrations over a year ago,

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and it was due to the increase in the number of trucks equipped with the mid-range diesels. With gasoline power, most of them would be lighter and fall within the Group 6 weight classification.

In the five-month span, 34,291 Group 7 trucks were registered, an increase of 79.2 percent over last year's 19,139. The Group 6 count, on the other hand, was off 57.3 percent, from 58,155 in

1979 to 24,808.

The biggest losses from a percentage standpoint were suffered by Groups 3 and 4, weight classes into which vehicles used by the slumping RV industry fall. Most of these units carried the Dodge nameplate.

Over the five-month span, Continued on Page 17, Col. 1

May surge lifts GMC past IH in HD registrations

A surge in May registrations enabled GMC to move from third to second place ahead of International in heavy-truck tallies for the first five months of 1980.

During the month, 2,753 new GMC Groups 7 and 8 vehicles were registered in the U.S., compared with 1,921 for International, which still is feeling the effects of the six-month UAW strike.

For the January-May period, according to R. L. Polk & Co. statistics, GMC had 14,058 registrations good for 16.50 percent of the industry total. International accounted for 15.45 percent with 13,168 tallies.

The five-month industry total was 85,213, a decline of 4.7 percent from the year-earlier 89,434. May registrations were

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U. S. TRUCK REGISTRATIONS

FIVE MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	5 mos., 1980	Percent Share of '80 market	5 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford.....	347,279	31.82	486,314	32.47	- 0.65
Chevrolet.....	330,142	30.25	484,829	32.37	- 2.12
Dodge.....	99,381	9.10	155,968	10.41	- 1.31
GMC.....	82,197	7.53	114,710	7.66	- 0.13
Jeep.....	36,255	3.32	62,560	4.18	- 0.86
International.....	25,071	2.30	46,793	3.12	- 0.82
Plymouth*.....	13,065	1.20	8,581	0.57	+ 0.63
Mack.....	9,684	0.89	12,758	0.85	+ 0.04
Kenworth.....	5,622	0.51	6,267	0.42	+ 0.09
Freightliner.....	5,240	0.48	5,710	0.38	+ 0.10
Peterbilt.....	3,462	0.32	4,120	0.28	+ 0.04
White.....	2,226	0.20	4,348	0.29	- 0.09
Autocar.....	798	0.07	904	0.06	+ 0.01
Western Star.....	467	0.04	457	0.03	+ 0.01
Volvo.....	299	0.03	254	0.02	+ 0.01
Diamond Reo.....	46				
Miscellaneous**.....	130,295	11.94	103,240	6.89	+ 5.05
TOTALS.....	1,091,529	100.00	1,497,815	100.00	

★—No registrations for Oklahoma, 1980 and 1979; Utah, May, 1979.
NOTE: 1980 figures include window vans, 1979 totals do not.

U. S. HEAVY DUTY REGISTRATIONS

FIVE MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	5 mos., 1980	Percent Share of '80 market	5 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford.....	20,973	24.61	15,924	17.81	+ 6.80
GMC.....	14,058	16.50	8,131	9.09	+ 7.41
International.....	13,168	15.45	26,679	29.83	-14.38
Mack.....	9,586	11.25	12,758	14.27	- 3.02
Chevrolet.....	7,693	9.03	2,607	2.91	+ 6.12
Kenworth.....	5,622	6.60	6,267	7.01	- 0.41
Freightliner.....	5,240	6.15	5,710	6.38	- 0.23
Peterbilt.....	3,462	4.06	4,120	4.61	- 0.55
White.....	2,226	2.61	4,348	4.86	- 2.25
Autocar.....	798	0.94	904	1.01	- 0.07
Western Star.....	467	0.55	457	0.51	+ 0.04
Volvo.....	297	0.35	254	0.28	+ 0.07
Diamond Reo.....	46	0.05			+ 0.05
Miscellaneous.....	1,577	1.85	1,275	1.43	+ 0.42
TOTALS.....	85,213	100.00	89,434	100.00	

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Utah, May, 1979.

For first five months, total is down 27 pct. from '79 level

Truck registrations hit 5-year low

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Group 3 tallies dropped from 22,983 a year ago to 3,022, a decline of 87 percent. The Group 4 count was off 96.6 percent, from 4,323 in 1979 to only 148 units.

In 1979, Dodge accounted for 18,946 of the Group 3 registrations, Chevrolet 3,330, GMC 505, Ford 176 and imports 26. This year, Dodge had 2,004 of the

total, Chevrolet 706, Ford 297, imports 11 and GMC 4.

Last year, Dodge's Group 4 total was 4,321 units and the other two were in the miscellaneous domestic category. Through May, Dodge had 142 tallies and miscellaneous domestic the remaining six. Group 4 vehicles are mostly motor-home chassis.

Registrations of light trucks through May (Groups 1 through 3) totaled 980,306 units, down 27.1 percent from the year-ago 1,344,768.

The Group 2 count was off 37.8 percent, from 791,647 to 492,686. But Group 1, which includes the imported compact pickups, was down only 8.6 percent to 484,598 units, compared with 530,138 a year ago.

The five-month medium tally (Groups 4 through 6) was 26,-

010, a decline of 59.1 percent from last year's 63,613. Group 5 was off 7.3 percent, from 1,135 to 1,054.

Because of the sharp increase in Group 7 registrations, heavy-truck tallies were down only 4.7 percent for the five months, from a record 89,434 in 1979 to 85,213.

The Group 8 total through May was 50,922 units, a drop of 27.6 percent from last year's 70,295.

May surge lifts GMC past IH in HD registrations

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down 22.6 percent from 1979, from 20,817 to 16,212 units.

Ford had 4,335 registrations during May to increase its lead to almost 7,000 units. Over the five-month span, Ford accounted for 24.61 percent of the total with 20,973 tallies. Its share was up 6.80 percentage points over a year ago, when it took 17.81 percent of the total with 15,924 registrations.

International's five-month penetration was down 14.38 points from last year. In the same period in 1979, it accounted for 29.83 percent of the total with 26,679 tallies. Its share through May was down to 15.45 percent.

GMC's share was up 7.41 points, from 9.09 percent a year ago with 8,131 registrations to 16.50 percent. Chevrolet increased its penetration by 6.12 points. Its 7,693 tallies through May accounted for 9.03 percent of the total, compared with 2.91 percent a year ago with 2,607.

D-mark, a stable currency

Germans make banking a multi-media experience

One of the wonders of modern economics is certainly the West German Deutsche Mark.

While factory workers in northern U. S. industrial centers have yet to demand payment of football pool winnings in D-marks, the Federal Republic of Germany currency is nonetheless recognized as one of the best conduits for retaining monetary investment stability.

There are several reasons for this stability; industrial productivity, stable stock markets, (as measured by the Commerzbank index), prudent governmental investment policies and the banking system itself.

As one well-known analyst once said: "Banking is an art; the Swiss are very skilled craftsmen but the Germans are the ones who have learned how to make banking a multi-media experience."

The West German central bank, the Deutsche Bundesbank, operates in much the same manner of any number of central banks throughout the world, including the U. S. Federal Reserve Bank.

The Bundesbank is charged with implementing the government's general economic policy, which it accomplishes by setting

minimum reserve requirements for commercial banks, buying or selling money on the open market and establishing discount rates, which of course impact consumer interest rates.

Since 1974, when the D-mark and other currencies were freed from fixed exchange rates vis-a-vis the dollar and allowed to float, the Bundesbank has established annual money supply growth targets, which it generally meets.

In international monetary cir-

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cles, it is generally considered that the West German central bank maintains a "clean" float. That is, it allows the D-mark to float where it will on the international currency exchanges without trying to manipulate its relative value.

The emergence of the European Monetary System (EMS), which most analysts believed would strengthen the European Economic Community (EEC), has put the D-mark in the position of being a so-called "substitute reverse currency" for the U. S. dollar in times of economic uncertainty.

Hans Matthöfer, West German finance minister, has stead-

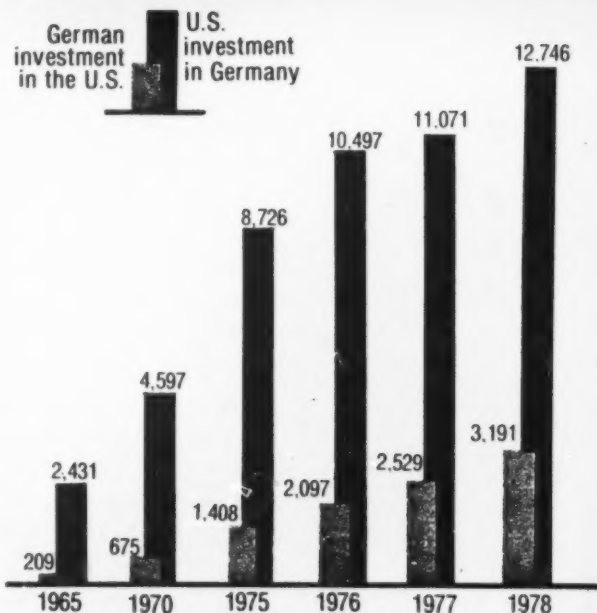
fastly maintained that he and the central bankers did not intend for this to happen and that the entire energy crisis has made the government's internal monetary policies more difficult.

Writing for a German American Chamber of Commerce publication last December, Matthöfer said: "Sudden capital movements have brought repeated undue pressure to bear on the D-Mark exchange rate and have sparked excessive exchange rate fluctuations, the repercussions of which could only be controlled by accepting an equally erratic effect on domestic liquidity."

Nonetheless, the March 1979 EMS and the strength of the D-mark have served to stabilize the entire European economic climate, and will likely make short-term intervention obsolete in the long-term. The EMS has enabled West Germany and the other countries to cooperate more closely on import/export questions, and allowed the economies to develop in internal economic consistency as well.

This, of course, will help control speculative pressures on the dollar and create a more predictable investment climate on the continent and abroad.

DIRECT INVESTMENT (in mil. \$)



Source: U. S. Department of Commerce; German American Chamber of Commerce



Money Supply—Germany—Compounded annual rates of change

TERMINAL QUARTER	INITIAL QUARTER																		BILLIONS OF DEUTSCHE MARKS	
	4-74	1-75	2-75	3-75	4-75	1-76	2-76	3-76	4-76	1-77	2-77	3-77	4-77	1-78	2-78	3-78	4-78	1-79		2-79
1-75	12.3																			150.5
2-75	14.6	16.9																		156.5
3-75	15.2	16.7	16.5																	162.6
4-75	15.3	16.3	16.1	15.6																168.6
1-76	13.2	13.4	12.3	10.2	5.1															170.7
2-76	13.0	13.1	12.2	10.8	8.5	12.0														175.6
3-76	12.1	12.0	11.1	9.8	7.9	9.3	6.8													178.5
4-76	10.8	10.6	9.6	8.2	6.5	6.9	4.5	2.3												179.5
1-77	10.8	10.7	9.8	8.7	7.4	8.0	6.7	6.6	11.1											184.3
2-77	10.4	10.2	9.4	8.4	7.3	7.8	6.7	6.7	9.0	6.9										187.4
3-77	10.7	10.5	9.8	9.0	8.1	8.6	8.0	8.3	10.4	10.0	13.2									193.3
4-77	10.6	10.5	9.9	9.1	8.4	8.8	8.3	8.6	10.3	10.0	11.6	10.1								198.0
1-78	11.6	11.6	11.1	10.6	10.0	10.7	10.5	11.1	12.9	13.4	15.7	16.9	24.1							209.0
2-78	11.3	11.2	10.8	10.2	9.7	10.2	10.0	10.5	11.9	12.1	13.4	13.5	15.3	7.1						212.6
3-78	11.3	11.2	10.8	10.4	9.9	10.4	10.2	10.6	11.9	12.0	13.1	13.0	14.0	9.3	11.6					218.5
4-78	11.3	11.3	10.9	10.5	10.0	10.5	10.4	10.8	11.9	12.0	12.9	12.8	13.5	10.1	11.7	11.8				224.7
1-79	11.4	11.4	11.0	10.6	10.3	10.7	10.6	11.0	12.0	12.1	12.9	12.8	13.4	10.8	12.1	12.4	12.9			231.6
2-79	10.8	10.7	10.3	9.9	9.5	9.8	9.7	9.9	10.7	10.7	11.2	10.9	11.0	8.6	8.9	8.1	6.2	0.0		231.6
3-79	10.2	10.1	9.7	9.3	8.9	9.2	9.0	9.2	9.8	9.7	10.0	9.6	9.5	7.3	7.3	6.3	4.5	0.5	1.0	232.2
	4-74	1-75	2-75	3-75	4-75	1-76	2-76	3-76	4-76	1-77	2-77	3-77	4-77	1-78	2-78	3-78	4-78	1-79	2-79	
	INITIAL QUARTER																			

Source: Deutsche Bundesbank, monthly report of the Deutsche Bundesbank.

INITIAL QUARTER

Prepared by Federal Reserve Bank of St. Louis—1980

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

FIVE MONTHS, 1980 VS. 1979

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-24,000	Group 7 24,001-31,000	Group 8 31,001 and over	Make Totals
AUTOCAR	May, '80								143	143
	May, '79								241	241
	Year to Date '80								798	798
	Year to Date '79								904	904
BROCKWAY	May, '80									
	May, '79									
	Year to Date '80									
	Year to Date '79								2	2
CHEVROLET	May, '80	29,966	27,828	9		125	1,118	1,000	280	68,386
	May, '79	41,136	54,599	985		181	2,942	67	427	100,337
	Year to Date '80	157,979	157,430	706		756	5,578	6,224	1,489	336,142
	Year to Date '79	199,063	265,281	3,330		726	13,822	741	1,866	484,829
(Memo Units) #	May, '80	13,235	7,845							21,080
	May, '79	19,067	15,184							34,251
	Year to Date '80	74,772	46,902							121,674
	Year to Date '79	88,717	77,390							166,107
DIAMOND REO	May, '80								18	18
	May, '79								48	48
	Year to Date '80									
	Year to Date '79									
DODGE	May, '80	8,439	11,984	411	3					20,837
	May, '79	10,398	16,792	3,928	64					31,182
	Year to Date '80	39,488	57,749	2,004	142					99,381
	Year to Date '79	42,276	90,425	18,946	4,321					155,968
(Memo Units) #	May, '80	5,506	7,983	242						13,731
	May, '79	6,141	10,114	3,672						19,927
	Year to Date '80	26,485	37,286	890						64,641
	Year to Date '79	24,950	48,642	14,751						88,343
FORD	May, '80	20,514	30,422	51		1,747	2,870	1,485		66,089
	May, '79	25,297	64,834	58		4,991	1,392	2,228		96,800
	Year to Date '80	107,039	210,807	297		8,363	14,349	6,624		347,279
	Year to Date '79	121,391	325,643	176		23,180	6,429	9,495		486,314
(Memo Units) #	May, '80	8,451	14,628							23,079
	May, '79	9,678	20,124							29,802
	Year to Date '80	45,648	89,659							135,305
	Year to Date '79	49,195	100,552							149,747
FREIGHTLINER	May, '80								943	943
	May, '79								1,425	1,425
	Year to Date '80								5,248	5,248
	Year to Date '79								5,710	5,710
VOLVO	May, '80						2	53		55
	May, '79									
	Year to Date '80						2	263	34	299
	Year to Date '79									
GMC	May, '80	4,357	7,322			92	899	1,167	1,586	15,423
	May, '79	5,468	13,216	95		97	2,657	144	1,887	23,564
	Year to Date '80	21,387	42,209	4		285	4,254	6,749	7,309	82,197
	Year to Date '79	16,745	68,667	505		397	10,265	766	7,365	114,710
(Memo Units) #	May, '80	900	1,920							2,720
	May, '79	1,147	3,626							4,773
	Year to Date '80	4,271	11,838							16,209
	Year to Date '79	5,126	20,333							25,459
INTERNATIONAL	May, '80		1,081				954	865	1,058	3,968
	May, '79		1,713				2,098	2,462	3,984	10,257
	Year to Date '80		6,700				5,203	5,972	7,196	25,071
	Year to Date '79		10,184				9,930	10,666	16,013	46,793
(Memo Units) #	May, '80									
	May, '79									
	Year to Date '80									
	Year to Date '79									
JEEP	May, '80	4,126	2,077							6,203
	May, '79	6,732	5,026							11,758
	Year to Date '80	22,335	13,920							36,255
	Year to Date '79	33,731	28,829							62,560
(Memo Units) #	May, '80	4,126	1,514							5,640
	May, '79	6,732	2,292							9,024
	Year to Date '80	22,335	10,349							32,684
	Year to Date '79	33,731	12,848							46,579
KENWORTH	May, '80								1,173	1,173
	May, '79								1,458	1,458
	Year to Date '80								5,822	5,822
	Year to Date '79								6,267	6,267
MACK	May, '80						31		1,933	1,964
	May, '79								2,964	2,964
	Year to Date '80						98		9,586	9,684
	Year to Date '79								12,758	12,758
PETERBILT	May, '80								847	847
	May, '79								893	893
	Year to Date '80								3,462	3,462
	Year to Date '79								4,120	4,120
PLYMOUTH	May, '80	1,661	701							2,362
	May, '79	1,548	353							1,901
	Year to Date '80	8,998	4,067							13,065
	Year to Date '79	5,970	2,611							8,581
WESTERN STAR	May, '80								85	85
	May, '79								92	92
	Year to Date '80								467	467
	Year to Date '79								457	457
WHITE	May, '80								387	387
	May, '79								812	812
	Year to Date '80								2,226	2,226
	Year to Date '79								4,348	4,348
MISCELLANEOUS*	May, '80	25,534	1	1	2	1	188	169	241	26,237
	May, '79	26,775	4	5	2	3	230	105	236	27,360
	Year to Date '80	127,374	4	11	6	13	1,310	734	843	130,295
	Year to Date '79	100,962	7	26	2	12	958	537	990	103,494
TOTALS	May, '80	94,697	90,416	472	5	218	4,939	8,184	9,937	206,868
	May, '79	117,354	156,537	5,071	66	281	12,918	4,170	16,647	313,044
	Year to Date '80	484,598	492,686	3,022	148	1,054	24,808	34,291	50,922	1,091,529
	Year to Date '79	530,138	791,647	22,983	4,323	1,135	58,155	19,139	70,295	1,497,815

*—No Oklahoma and Connecticut registrations, 1980 and 1979; Utah, May, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

§—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-6, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Peck & Co. data.

North American-built cars off 16 pct. in first half

Canadian auto sales trail '79 levels

Sales of North American-built passenger cars in Canada plunged 30.40 percent in May and 25.12 percent in June.

May sales numbered 66,746, compared with 95,902 a year earlier. In June, reported sales were 66,449, down from 88,737.

Sales have been down every month this calendar year; May's drop was the greatest, followed by June's.

In May, all four major auto makers suffered sales cutbacks. General Motors dropped 14.82 percent, to 42,911 from its any-

month record of 50,378 posted May a year ago. Ford sales plunged 43.33 percent, to 13,846 from 24,434. Chrysler took the greatest pounding: Its sales were down 57.20 percent, to 7,955 from 18,588. AMC reported a sales drop of 18.71 percent, to 2,034 from 2,502.

General Motors captured 64.29 percent of the May market, up 12 percentage points over 52.53 percent in 1979. Ford sales accounted for 20.74 percent, down from 25.48 percent. Chrysler dropped to 11.92 percent from

19.38 percent and American Motors earned 3.05 percent compared with 2.61 percent a year earlier.

In June, GM sales dropped 19.68 percent to 40,421 from its record of 50,323 for the month, set in 1979. Ford reported a decline of 31.62 percent, to 14,002 from 20,476. Chrysler sales were off 32.68 percent, to 10,366 from 15,399. AMC sales of 1,660 were 34.62 percent away from last June's 2,539.

General Motors earned 60.83 percent of the June market, up from 56.72 percent. Ford sales accounted for 21.07 percent, down from 23.07 percent. Chrysler dropped to 15.60 percent from 17.35 percent, and AMC slipped to 2.50 percent from 2.86 percent.

Year-to-date sales for the first five months were 327,604, down 14.89 percent from 384,919. First half, 1980, sales totaled 394,053, 16.81 percent away from the mid-1979 level of 473,656.

Passenger-car sales during the second quarter of the calendar year totaled 207,632, down 23.18 percent from 270,322.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
MAY, '80 VS. MAY, '79

	1980		1979			1980		1979	
	MAY	YEAR	MAY	YEAR		MAY	YEAR	MAY	YEAR
AMX Spirit/AMX	4,638	24,190	4,930	18,941	Total Ford Motor Co.	120,084	654,492	195,083	944,583
Concord	5,023	23,097	7,733	28,031	Buick Skyhawk	587	4,018	1,832	7,480
Concord Station Wagon	1,290	6,575	1,577	6,751	Skylark	14,500	69,515	9,500	27,395
Eagle 4 WD	656	5,384			Century	11,034	48,760	1,858	10,316
Eagle Station Wagon	1,215	7,854			Regal	15,335	75,023	24,047	104,605
Pacer	72	467	298	1,431	Century Station Wagon	1,599	7,088	2,601	11,393
Pacer Station Wagon	146	1,040	594	2,779	LeSabre	2,385	11,328	2,589	12,479
Matador			31	272	LeSabre Limited	3,639	22,520	7,331	37,926
Matador Station Wagon			11	120	Electra 225	4,366	24,439	6,753	37,294
Total American Motors Corp.	13,040	68,607	15,174	58,325	Buick Station Wagon	788	4,663	1,544	7,451
Chrysler LeBaron	4,391	24,571	7,426	34,474	Riviera	3,088	16,680	5,071	23,391
LeBaron Station Wagon	732	3,717	1,325	6,134	Total	57,321	284,034	63,126	279,730
Cordoba	3,246	19,408	3,483	22,222	Cadillac deVille	7,195	43,394	14,044	73,103
Newport	923	5,592	4,928	21,862	Fleetwood & Chassis	2,162	12,649	2,933	16,150
New Yorker	1,375	8,526	2,329	13,015	Eldorado	3,840	20,544	6,225	27,894
Total	10,667	61,814	19,491	97,707	Seville	2,769	16,784	3,368	19,593
Plymouth Horizon	8,783	55,879	13,198	73,821	Total	15,966	93,371	26,570	136,740
Voyager			840	4,102	Chevrolet Chevette	29,913	168,370	37,749	148,534
Volare	6,500	29,959	13,384	52,776	Camaro	10,896	52,799	20,067	97,471
Volare Station Wagon	1,105	6,669	4,000	16,817	Monza	11,974	58,492	12,367	56,749
Fury			302	2,493	Monza Station Wagon	26	321	1,568	8,883
Fury Station Wagon			19	112	Citation	34,679	161,766	29,978	80,287
Gran Fury	1,518	5,116			Sportvan			2,992	13,566
Total	17,906	97,623	31,743	150,121	Malibu	17,355	82,305	22,325	104,161
Dodge Omni	7,474	45,990	11,284	61,487	Malibu Station Wagon	5,417	26,763	8,635	40,937
Aspen	4,363	21,772	8,920	34,866	Monte Carlo	12,792	68,080	23,074	109,619
Aspen Station Wagon	818	4,909	2,985	12,839	Impala	6,527	40,806	14,505	69,658
Sportsman			2,932	13,331	Caprice	7,907	58,382	14,994	82,124
Monaco			230	2,391	Chevrolet Station Wagon	4,100	28,730	7,774	40,745
Monaco Station Wagon			7	89	Corvette	3,286	15,137	3,526	16,713
Diplomat	2,210	11,506	3,352	16,450	Total	144,872	761,951	199,554	869,467
Diplomat Station Wagon	395	2,026	627	2,859	Oldsmobile Starfire	500	4,297	1,862	8,352
Magnum XE/Mirada	2,243	11,752	1,576	9,927	Omega	7,625	34,036	4,494	12,813
SL Regis	1,594	6,722	2,467	10,047	Cutlass Salon	15,244	70,700	4,293	19,975
Total	19,097	104,677	34,380	164,286	Cutlass Supreme/Calais	22,137	104,029	39,103	165,798
Total Chrysler Corp.	47,670	264,114	85,614	412,114	Cutlass Station Wagon	3,110	13,345	4,502	18,853
Ford Pinto	9,702	49,009	13,510	62,042	Delta 88	1,634	8,490	3,134	14,842
Pinto Station Wagon	2,971	14,380	5,562	24,992	Delta 88 Royale	9,126	46,384	15,857	72,093
Fairmont	17,747	101,343	22,845	102,792	98	5,119	27,541	7,815	40,038
Fairmont Station Wagon	7,336	34,253	7,999	38,331	Oldsmobile Station Wagon	1,332	8,595	5,039	12,961
Granada	6,282	31,828	13,992	65,318	Toronado	2,746	15,298	5,049	21,817
Club Wagon			4,011	18,761	Total	68,573	332,715	89,152	387,541
LTD II	351	2,248	2,994	18,469	Pontiac Sunbird	10,603	50,571	8,646	37,230
LTD	8,264	42,509	18,290	95,207	Sunbird Station Wagon	3	49	312	1,682
LTD Crown Victoria	2,464	10,005			Phoenix	8,346	39,244	8,149	22,144
Ford Station Wagon	2,158	12,164	4,273	23,273	LeMans	4,559	23,604	7,620	35,282
Mustang	21,542	105,056	29,969	127,772	LeMans Station Wagon	2,153	10,931	3,886	15,408
Thunderbird	9,245	69,919	15,204	84,250	Catalina	1,026	6,110	2,251	11,194
Total	88,062	472,714	138,449	659,207	Bonneville	3,864	20,118	7,403	34,406
Lincoln Continental	2,519	13,825	5,563	31,688	Bonneville Brougham	2,666	15,380	3,222	16,079
Continental Mark	2,883	17,283	4,195	23,842	Pontiac Station Wagon	909	5,838	2,133	10,402
Versailles	428	2,644	1,093	6,222	Grand Prix	8,510	46,780	15,662	74,120
Total	5,830	33,752	10,851	61,752	Firebird	8,215	39,736	15,124	72,237
Mercury Bobcat	2,168	11,302	3,262	15,815	Total	50,854	258,361	74,408	330,186
Bobcat Station Wagon	429	2,442	834	4,260	Total General Motors	337,586	1,730,432	452,810	2,003,664
Zephyr	5,240	31,063	7,251	34,181	(Checker)	170	1,182	521	1,735
Zephyr Station Wagon	1,896	8,198	1,795	8,351	Miscellaneous Domestic Total	189	1,331	553	1,884
Monarch	2,344	12,228	5,520	25,696	Domestic Station Wagon Total	40,516	214,192	79,502	370,358
Marquis	1,196	5,967	2,259	11,647	Domestic Grand Total	518,569	2,718,976	749,234	3,420,570
Marquis Brougham	1,001	5,436	1,987	10,346	Import Total	214,660	1,056,198	237,289	951,055
Grand Marquis	1,629	8,744	2,361	13,114	Grand Total All Registrations	733,229	3,775,174	986,523	4,371,625
Marquis Station Wagon	588	3,842	1,125	6,176	Registrations not available for Oklahoma.				
Cougar/XX7	3,959	30,082	10,150	54,623					
Capri	5,742	28,922	9,239	39,415					
Total	26,192	148,026	45,783	223,624					
Lincoln-Mercury Division	32,022	181,778	56,634	285,376					

factories list auction dates

American Motors

July 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

July 31—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp

July 28—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 29—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; *Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; *Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; *Southwest Auto Auction, 3420 S. 48th St., Phoenix.

July 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

July 31—*Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

*Tentative—due to inventory shortages, some auctions are scheduled on a tentative basis. Please contact these locations before planning to attend.

Ford Motor Co.

July 30—Dallas Auto Auction,

4226 E. Main, Dallas; Northway Exchange, Rte. 146, Clifton Park, N. Y.

July 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Used car sales

Auction averages

July to date \$3,227

Month ago \$3,349

Year ago \$2,913

Model breakdown

Auction averages

	July to Date	June	May
1980.....	\$5,514	\$5,821	\$6,050
1979.....	4,908	4,650	4,610
1978.....	3,584	3,501	3,498
1977.....	3,022	2,981	2,578
1976.....	2,189	2,328	2,177
1975.....	1,865	1,772	1,862
1974.....	1,268	1,343	1,203
1973.....	952	1,084	1,007
Overall Average	\$3,227	\$3,349	\$3,183

Mid-July extends 15-month slump

Car sales plunge to 21-year low

By Jenny L. King
Staff Writer

Mid-July domestic new-car sales dropped to their lowest level in 21 years, as customer rebates ended and the 15-month slump continued for the industry. July 11-20 sales this year totaled 151,255, down 36.78 percent from 239,253 a year ago.

They were close to 1960 sales of 157,406 and were the lowest since 136,917 in 1959.

Year-to-date sales stood at 3,706,283, down 23.67 percent

from 4,855,493 in 1979.

On a daily rate basis, mid-July sales dropped 28.88 percent. There were eight selling days this year, with an average 18,907 sales per day, compared with nine days in '79, with 26,584 sales per day.

All five major U. S. auto makers were down for the period. General Motors reported sales of 97,129, down 33.19 percent from 145,376 last year (down 24.84 percent on a daily-rate basis).

Chrysler sales plunged 40.33 percent to 14,037 from 23,525. On a daily rate basis, Chrysler sales were down 32.88 percent. Volkswagen of America reported sales of 4,730 new Rabbits, down 20.06 percent from 5,917 (down 10.05 percent on a daily-rate basis). Estimated sales of American Motors passenger cars was 3,200, down 25.16 percent from 4,276, and down 15.79 percent on a daily-rate basis.

In spite of its sales decline, GM drove away with 64.22 percent of the mid-July domestic market, up from 60.76 percent a year ago. Ford's share of the market slipped to 21.26 percent from 25.15 percent. Chrysler earned 9.28 percent, down from 9.83 percent. Volkswagen of America's sales accounted for 3.12 percent, up from 2.47 percent, and AMC climbed to 2.12 percent from 1.79 percent.

All 13 U. S. makes dropped, from 20 percent to nearly 52 percent. The big losers were Chrysler, down 51.93 percent; Mercury, down 49.39 percent, and Cadillac, down 47.80 percent.

Top-selling nameplates — all of them GM products — were headed by Chevrolet Citation at 9,813, followed by Chevrolet Chevette at 8,177, Chevrolet Malibu at 7,135, Oldsmobile Cutlass Supreme at 6,605 and standard Chevrolet at 6,105. Top five a year ago were Cutlass Supreme, Chevette, standard Chevrolet, Ford Fairmont and Malibu.

DOMESTIC SALES

	July 11-20, 1980	July 11-20, 1979
AMERICAN MOTORS	3,200†	4,300†
Chrysler	2,907	6,047
Plymouth	5,407	7,976
Dodge	5,723	9,502
CHRYSLER CORP.	14,037	23,525
Ford	23,164	43,106
Mercury	7,220	14,266
Lincoln	1,775	2,787
FORD MOTOR	32,159	60,159
Buick	14,950	22,273
Cadillac	4,722	9,046
Chevrolet	43,267	65,151
Oldsmobile	20,111	29,069
Pontiac	14,079	19,837
GENERAL MOTORS	97,129	145,376
VOLKSWAGEN	4,730	5,917
INDUSTRY TOTAL	151,255	239,253

†—Estimated.

U. S. makers plan to build 358,886 autos during August

Month's forecast off 19 pct. from '79

By Michele Raquepau
Staff Writer

Forecasted auto production by U. S. makers of 349,182 is a 21.91 percent drop from the 447,139 assembled in August of 1979.

American Motors' planned production of 18,000 cars in August includes output of its new Eagle SX/4 and Eagle Kamenback, but the August forecast is a 19.17 percent decline from the 22,270 units built in the month last year.

AMC's Kenosha plant reopened with one shift last Monday

and will resume full operations and production of the two new models today (July 28). Kenosha will carry over output of the Eagle, Concord and Spirit in the 1981 model year.

Chrysler Corp.'s forecasted 40,000 units also includes production of 12,492 Dodge Aries and Plymouth Reliants. Chrysler's planned August production is a 19.80 percent drop from the 49,874 assembled in August, 1979.

Chrysler's Jefferson Avenue plant is scheduled to begin production of the K-cars July 29,

and Newark has set Aug. 15 as the start-up date for the new models.

St. Louis will carryover production of the LeBaron, Diplomat and Caravelle into the 1981 model year beginning Aug. 4, and Lynch Road is scheduled to continue production of the full-size Chrysler and Plymouth models on Sept. 11.

Belvidere, the only Chrysler car assembly plant which worked last week, assembled 6,100 Omni and Horizon models.

Ford Motor Co. has scheduled 71,000 autos for August, a decline of 51.00 percent from the 144,909 produced in the month last year. All but Ford's Metuchen and San Jose assembly plants will begin 1981 model output in August, and Wayne will start production of the new Escort and Lynx models on Aug. 11.

Wayne and Metuchen are the only Ford plants which will build new models in 1981; the remaining Ford car assembly plants will be producing carryover 1980 models in the 1981 model year.

General Motors' forecasted 202,000 units is a slide of 7.55 percent from the 218,493 autos assembled in August of 1979. All but three GM assembly plants will begin 1981 model production in August. GM is not introducing any new models this fall, so all GM plants will be producing carryover 1980 models.

Volkswagen of America, the only U. S. car maker to schedule production increases this August over last, will build 17,822 Rabbits. Planned August output is a 59.87 percent rise over the 11,148 units built in the month last year.

VW of A closes its Westmoreland assembly plant Aug. 29 for changeover to 1981 model production and is scheduled to reopen Sept. 22.

Checker Motors has planned 360 units for August, a decline of 19.10 percent from the 445 units built in the month last year. Checker, which is closed the entire month of July, is scheduled to reopen Aug. 4.

Auto production last week of 95,050 rose 4.36 percent over the 91,078 built in the previous week, but declined 18.84 percent from the 117,119 assembled in the comparable 1979 week.

U. S. CAR PRODUCTION

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 26, 1980	Jan. 1, to July 26, 1980
AMERICAN MOTORS.....	1,110	3,500*		1,110	84,569*	95,023*
Eagle.....						
Concord.....						
'78 AMX.....						
Pacer.....						
Spirit.....						
CHRYSLER CORP.....	6,100	9,475	6,044	25,928	573,664	358,837
Plymouth Total.....	3,400	3,342	3,313	11,839	228,822	163,906
Horizon.....	3,400	3,246	3,313	10,732	98,119	94,773
Volare.....		96		642	125,247	51,740
'80 Gran Fury.....				281		13,310
Caravelle.....				184	5,456	4,083
Chrysler Total.....		2,608		3,328	123,194	47,220
Chrysler.....		2,608		911	57,793	11,516
LeBaron.....				2,417	65,401	36,304
Dodge Total.....	2,700	3,525	2,731	10,761	221,648	147,111
Omni.....	2,700	2,834	2,731	8,641	88,522	81,902
St. Regis.....		691		364	19,060	10,725
Diplomat.....				1,355	30,044	17,585
Aspen.....				401	84,022	36,899
FORD MOTOR.....	19,720	37,998	3,542	32,118	1,338,588	730,417
Ford Division.....	12,590	28,608	3,023	22,404	877,095	538,898
Pinto.....		3,771	3,023	7,189	113,323	68,179
Mustang II/Mustang.....	5,460	7,281		6,632	231,726	145,360
Fairmont.....	2,965	5,649		3,510	118,634	148,462
Granada.....		4,967		525	94,163	49,412
LTD II.....					22,746	
Thunderbird.....	2,485	2,047		2,485	179,941	77,278
Ford.....	1,680	4,893		2,063	116,562	52,207
L-M Division.....	7,130	9,390	519	9,714	461,493	191,519
Mercury Total.....	5,810	8,822	519	8,134	364,102	171,945
Bobcat.....		1,005	519	1,258	30,203	12,445
Capri.....	1,580	2,211		1,843	68,465	41,724
Zephyr.....	875	1,212		1,091	40,231	46,738
Monarch.....		1,234		331	43,848	16,409
Cougar/XR7.....	2,075			2,075	104,958	25,827
Mercury.....	1,280	3,160		1,536	76,397	28,802
Lincoln Total.....	1,320	568		1,580	97,391	19,574
Lincoln.....	633	285		755	48,589	7,669
Vorsailles.....		48			8,990	1,861
Mark VI.....	687	235		825	39,812	10,044
GENERAL MOTORS.....	63,745	68,047	77,217	240,596	3,334,534	2,496,601
Buick Division.....	9,608	6,067	15,628	45,305	485,606	490,915
Skyhawk.....					14,427	
Skyhawk/79-'80.....	4,348	3,581	3,937	13,621	51,954	134,937
Century.....	1,039	337	3,385	9,095	32,313	107,614
Regal.....	1,902	2,149	4,254	11,284	172,315	129,052
Buick.....	1,614		3,359	9,048	177,261	91,558
Riviera.....	705		693	2,257	37,338	27,754
Cadillac Division.....	3,724	1,128	4,129	12,788	241,167	124,790
Seville.....	686		680	2,203	30,574	21,256
Cadillac.....	1,732	1,128	2,111	6,399	162,929	70,313
Eldorado.....	1,306		1,338	4,186	47,664	33,221
Chevrolet Division.....	30,376	39,278	33,111	102,406	1,441,157	1,049,615
Chevette.....	9,680	9,789	9,708	30,881	247,761	271,022
Monza.....	3,400		2,782	10,041	90,459	100,312
Camaro.....	2,509	5,104	2,804	8,105	179,565	78,155
Nova/Citation.....	8,448	8,407	8,834	28,923	148,929	279,202
Malibu.....	4,744	8,715	5,059	16,202	256,599	163,100
Monte Carlo.....	795	4,259	903	2,816	155,024	59,784
Chevrolet.....		2,042	2,419	2,902	334,217	72,494
Corvette.....	800	962	802	2,536	28,603	25,746
Oldsmobile Division.....	11,099	12,240	15,778	50,120	682,626	485,670
Starfire.....					12,368	
Omega/79-'80.....	2,312	1,356	2,332	7,390	24,324	71,535
Cutlass.....	6,363	6,501	10,964	30,756	342,680	248,512
Oldsmobile.....	1,580	4,383	1,540	9,031	267,380	140,606
Toronado.....	844		942	2,943	35,874	25,017
Pontiac Division.....	8,938	7,334	8,571	29,977	483,976	345,411
Acadian.....	300	195	306	1,079	11,966	14,121
Sunbird.....	3,015		2,618	9,189	58,906	88,192
Phoenix/79-'80.....	2,863	2,290	2,877	9,268	42,039	82,545
Firebird.....	1,565	3,738	1,600	5,021	134,391	50,973
LeMans.....		1,111		536	61,278	34,611
Grand Prix.....				1,079	64,118	35,440
Pontiac.....	1,195		1,170	3,805	111,278	39,529
VOLKSWAGEN.....	4,375		4,275	15,009	107,834	121,736
CHECKER.....		99			2,769	1,570
Total Cars, N. S.....	95,050	117,119	91,078	314,761	5,441,958	3,804,184

TRUCK PRODUCTION IN U. S.†

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 26, 1980	Jan. 1, to July 26, 1980
CHEVROLET.....	7,663	18,007	6,858	24,167	682,969	283,831
DODGE/PLYMOUTH.....		624	48	1,941	255,737	84,628
FORD.....	15,471	10,195		16,985	778,234	309,006
GMC.....	2,875	8,121	3,453	10,483	224,820	97,019
INTERNATIONAL.....	2,180	2,601	1,927	6,536	79,704	31,056
MACK.....	450		404	1,264	21,941	14,826
JEEP.....		2,500*			90,199	51,105
AM CORP.....	225*	472*	225*	720*	13,898	5,504*
VOLKSWAGEN.....	625		605	2,133		17,195
MISCELLANEOUS.....	650*	700	685	2,191*	24,900	23,820*
Total Trucks, U. S.....	29,939	43,220	14,205	66,420	2,172,402	917,790

CANADIAN TRUCK PRODUCTION

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 26, 1980	Jan. 1, to July 26, 1980
CHRYSLER CORP.....					40,108	22,198
FORD MOTOR.....	3,908	1,152	2,726	7,758	155,021	110,415
GENERAL MOTORS.....	1,615	2,777	2,776	7,637	179,097	148,937
AMERICAN MOTORS.....		739			33,640	11,644
INTERNATIONAL.....	475	472		569	11,810	8,959
MACK.....				51	115	2,253
Total Trucks, Canada.....	5,998	5,140	5,553	16,079	421,929	303,547
N. American Trucks.....	35,937	48,360	19,758	82,499	2,594,331	1,221,337

*—Revised. †—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-devised vehicles.

Canada schedules 19 pct. rise in cars for August

Forecasted auto production by Canadian makers in August of 44,023 is a 19.27 percent rise over the 36,910 assembled in the month last year.

Chrysler Corp. plans 10,000 units in August, a 187.85 percent increase over the 3,474 built in August, 1979.

Chrysler's Windsor auto assembly plant, which was down much of July, is scheduled to begin production of the new Imperial on Aug. 6. Windsor will also continue output of the Chrysler Cordoba and Dodge Mirada in the 1981 model year.

Ford Motor Co. has scheduled 19,798 units for August, a drop of 4.30 percent from the 20,688 of August, 1979.

Ford's St. Thomas auto assembly plant will begin production of the new Escort and Lynx Aug. 12 and will continue build-

CANADIAN CAR PRODUCTION

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 26, 1980	Jan. 1, to July 26, 1980
CHRYSLER CORP.....				404	73,501	38,578
FORD MOTOR.....		5,253	432	2,963	186,548	144,819
GENERAL MOTORS.....	3,596	8,539	11,006	29,264	363,028	311,100
VOLVO.....	225	180	225	652	5,252	6,130
Total Cars, Canada.....	3,821	13,972	11,663	33,283	628,329	500,627
N. American Cars.....	98,871	131,091	102,741	348,044	6,070,287	4,304,811
N. American Trucks.....	35,937	48,360	19,758	82,499	2,594,331	1,221,337
North American Cars and Trucks.....	134,808	179,451	122,499	430,543	8,664,618	5,526,148

†—All Canadians and Caravelles are built for sale in Canada. *—Estimated.

ing the Ford Fairmont and Mercury Zephyr until the Christmas break. After the holiday, Windsor will produce only the two new 1981 models.

General Motors has scheduled 14,000 cars for August, a 13.01 percent rise over the 12,388 of last August.

Volvo has scheduled 225 units for August, a drop of 37.56 percent from the 360 of last August.

Scheduled truck production in Canada for August of 20,492 is a

36.03 percent drop from the 32,032 of August, 1979.

Auto production last week of 3,821 fell 67.24 percent from the 11,663 of the previous week, and dropped 72.65 percent from the 13,972 of the comparable 1979 week.

Truck output last week of 5,998 rose 8.01 percent over the previous week's 5,553, and increased 16.69 percent over the 5,140 of the comparable 1979 week.

Automotive News

Detroit, August 4, 1980

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The 'Japanese issue' dominates World Congress

By Robert M. Lienert
Editor

DEARBORN.—The future — complete with trials and triumphs — dominated presentations and informal discussions at the fifth annual Automotive News World Congress here last week.

A constant thread, appearing and reappearing in many of the sessions, involved the Japanese auto industry and the question of its responsibility for the current U. S. automotive recession. Other main areas of interest

developed around the possibility of increasingly friendly relations between the industry and government as well as U. S. makers' plans to gird for battle with new, small, fuel-efficient models.

The Japanese issue dominated. Best-attended session was the one featuring Masataka Okuma, executive vice-president of Nissan Motor Co., Ltd.

Okuma's appearance marked the first time that any Japanese-based automotive official had spoken to an American automo-

tive audience. Okuma, coolly confident and icily correct, came direct from Tokyo to the heart of the U. S. industry—the Motor City—to state the case for the Japanese industry.

In brief, he said that Japan poses no threat to the U. S. auto industry. He urged the U. S. to be prudent in studying the possibility of imposing tariffs, and he predicted that within five years the U. S. could be threatening the Japanese industry with new, small, world-class cars.

In the keynote speech, Thomas A. Murphy, chairman of General Motors, said American industry must learn to accept

new developments regardless of origin.

Along with more productive innovations, he plunked for worldwide free and fair trade.

Although some faculty members expressed doubts about Chrysler's future, Murphy said he expects the top three U. S. auto companies five years hence to be General Motors, Ford Motor Co. and Chrysler Corp. And he termed Chrysler's new K-car "very attractive."

Sharing the opening - night

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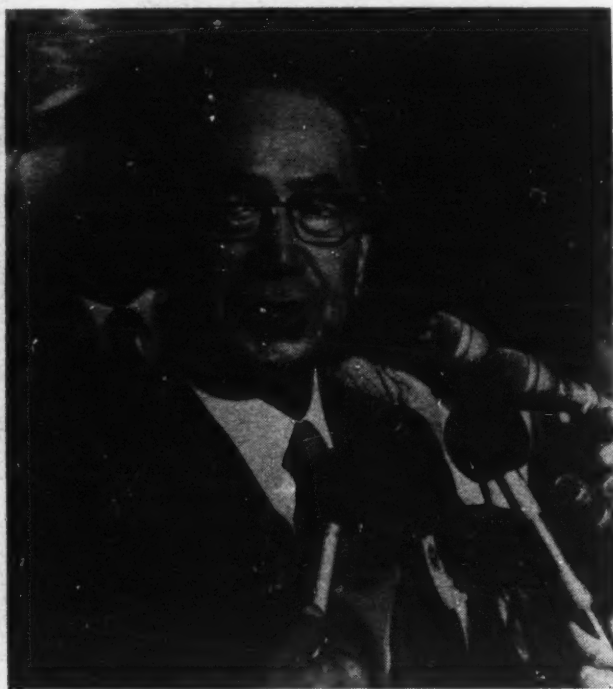


John J. Nevin



Thomas Murphy

The Japanese view



Jim Plague

Meet the press

Masataka Okuma, the Tokyo-based executive vice-president of Nissan Motor Co., Ltd., was mobbed by reporters after his appearance at Automotive News World Congress. Japan, he said, is no threat to the U. S. auto industry.

Automotive tide will shift, Nissan's Okuma tells U.S.

By Richard A. Wright
Assistant Managing Editor

Be cool, Masataka Okuma, executive vice president of Nissan Motor Co., Ltd., urged the U. S.; things are going your way.

Okuma told an overflow audience at the Automotive World Congress that the current ascendancy of the Japanese auto industry is not a threat to the American industry and he urged against overreacting by erecting trade barriers.

"In the next five years, the U. S. auto makers will spend \$80 billion to develop small cars," Okuma said. "The U. S. will be in a stronger position when the world car appears and the Japanese industry will be threatened."

The subject of U. S.-Japanese trade relations was a hot one at the World Congress and Okuma sought to blunt some of the barbs being hurled at Japan.

"We hope the American government will take a prudent, long-term view of the situation and respond accordingly, rather than taking the easy way out

by merely singling out the Japanese makers as the culprits," he said.

• Okuma said erecting trade barriers against Japanese imports would not solve U. S. unemployment problems or pull domestic auto sales out of the doldrums. Rather, he said, such restrictions would only result in a scarcity of small cars and invite price hikes that would fuel inflation.

He denied that Japan was excluding imported cars and said the Japanese manufacturers would welcome more imports into Japan and would even help the products on the market in that country.

Okuma said Detroit's massive capital spending plans over the next five years to convert to small cars, coupled with Washington's new attitude of cooperation, will give the U. S. industry a new position of dominance in producing world cars that are made and sold around the globe.

He said that only a limited number of auto makers are qualified to make world cars because it would require having production centers scattered all over the world and a strong worldwide sales network where cars produced on such a massive scale could be sold.

He said that in the future, there will be more technical tie-ups and cooperative arrangements between manufacturers and that the Japanese makers will actively pursue such arrangements.

Current problems in U. S.-Japan auto trade are based on the energy crisis—demand for small cars is high, favoring the Japanese until the U. S. industry can switch over to smaller cars.

On the topic of Japanese auto makers establishing assembly plants in the U. S., he said the economies of scale will put the Japanese makers at a disadvantage against the U. S. makers. Despite this, he added, Nissan and Honda have decided to go ahead with plans for plants here.

Okuma said that while demand for small cars is outrunning capacity to build them

right now, by 1985 there may well be an oversupply of small cars in the world. He cited four reasons:

1. The capacity of North American manufacturers is expanding dramatically.

2. In Europe, new volume will come from new plants being built as part of the world car concept.

3. Car production volume from emerging countries, such as Brazil, Korea, Mexico and Taiwan, will increase.

4. The Communist countries are expanding production and

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Accept change, Murphy urges

By Edward Lapham
Financial Editor

American industry must learn to accept new developments regardless of origin if it is to improve technology, increase productivity and end its adversarial relationship with government, General Motors Chairman Thomas A. Murphy told the Automotive News World Congress.

In his keynote address before nearly 500 attendees at the fifth annual World Congress, Murphy said America has been "paying" for its unwillingness to accept change from the outside.

"We have been too complacent—too ready to assume that we were more advanced, that we knew all there was to know about our own technology, and that anything 'not invented here' couldn't be very good," he said. "And we have been paying for it."

Murphy set the tone for the World Congress by calling for worldwide free and fair trade, a better industrial business environment in the U. S. and more productive innovations.

Murphy said "it is essential" that all the governments repre-

Continued on Page 47, Col. 4

Lids range from 45 to 70 MPH under bizarre plan

Multiple speed limits linked to MPG

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—A return to the 70-MPH speed limit for certain fuel-efficient automobiles is being recommended as one way to save energy by a government-industry panel.

The transportation sector panel, members of the so-called "Sawhill Project" (for John Sawhill, deputy secretary of energy) estimates that such a move could save the U. S. a minimum of 140,000 barrels of

gasoline per day while also instigating a more rapid switch to smaller, more-fuel-efficient vehicles.

The 70-MPH speed limit for fuel-efficient cars is one of a number of recommendations the panel is making, the most significant of which, as previously reported by AUTOMOTIVE NEWS, is a change in the Corporate Average Fuel Economy (CAFE) standard from 27.5 MPG in 1985 to 50 MPG for both cars and light-trucks in 1990 and an 80-

MPG standard for these vehicles in 1995.

The U. S. abandoned the 70-MPH speed limit on interstate highways in February, 1974, shortly after the first Arab oil embargo, in an effort to reduce its dependence on foreign oil. The new speed limit of 55 MPH infuriated a good number of people who already owned fuel-efficient cars. They felt they were being made to pay for the sins of the "gas-guzzler" crowd.

The transportation panel suggests the U. S. undo this injustice in 1985 by allowing new cars which achieve average fuel economies of 35 miles per gallon (25 percent above the relevant CAFE standard) to bust the "double nickel" by 15 MPH

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PRODUCTION OVERSEAS

JAPAN		Toyota	431,601	344,647
Cars		Others	333	188
	5 mos., 1980	5 mos., 1979		
Daihatsu	65,102	51,080	Total	1,634,416
Fuji	81,316	54,064		1,342,090
Honda	326,630	274,142	Total vehicles	4,485,445
Isuzu	42,435	31,607		3,777,324
Mitsubishi	249,216	200,971		
Nissan Motor	780,025	692,933		
Suzuki	30,614	30,311		
Toyo Kogyo	278,942	250,696		
Toyota	996,749	849,430		
Total	2,851,029	2,435,234		

UNITED KINGDOM			
Cars		4 mos., 1980	4 mos., 1979
BL	150,535	150,535	195,925
Austin-Morris	119,170	119,170	153,068
Jaguar-Rover			
Triumph	27,636	27,636	38,641
Range Rover	3,689	3,689	4,216
Ford	136,102	136,102	152,405
Lotus	136	136	408
Reliant	306	306	323
Rolls-Royce/Bentley	1,207	1,207	1,139
TVR	34	34	119
Talbot	64,243	64,243	43,469
Vauxhall	26,248	26,248	28,271
Others	238	238	238
Total	379,052	379,052	422,305

Trucks and Buses			
Bedford	36,448	36,448	39,355
BL	48,110	48,110	47,141
Austin-Morris	22,746	22,746	19,193
Land Rover	15,572	15,572	16,932
Leyland Vehicles	9,792	9,792	11,016
Dodge	6,936	6,936	6,596
ERF	1,122	1,122	1,088
Foden	629	629	544
Ford	59,398	59,398	61,200
Hestair Dennis	221	221	170
Metro-Scammell			
Weymann	170	170	119
Seddon Atkinson	1,768	1,768	1,598
Others	340	340	238
Total	155,138	155,138	158,059
Total vehicles	534,190	534,190	580,364

FRANCE			
Cars		4 mos., 1980	4 mos., 1979
Alpine	276	276	457
Citroen	236,850	236,850	256,356
Matra Talbot	3,136	3,136	6,728
Peugeot	242,331	242,331	271,131
Renault	564,454	564,454	464,108
Talbot	114,016	114,016	135,480
Total	1,161,063	1,161,063	1,134,260

Trucks and Buses			
CBM	38	38	42
Citroen	18,262	18,262	16,658
Matra Talbot	834	834	0
Peugeot	50,618	50,618	41,234
Renault	56,385	56,385	51,430
Renault VI	20,402	20,402	15,831
Berliet	6,223	6,223	6,369
Saviem	14,179	14,179	9,462
Sovam	53	53	40
Talbot	10,144	10,144	10,983
Unic	7,171	7,171	6,134
Total	163,907	163,907	142,352
Total vehicles	1,324,970	1,324,970	1,276,612

ITALY			
Cars		3 mos., 1980	3 mos., 1979
Alfa Romeo	32,860	32,860	29,524
Alfasud	26,580	26,580	28,445
Autobianchi	20,447	20,447	24,766
De Tomaso	21	21	20
Ferrari	514	514	611
Fiat	353,997	353,997	314,863
Lamborghini	15	15	7
Lancia	29,055	29,055	13,011
Maserati	127	127	91
Nuova Innocenti	10,804	10,804	11,409
Total	474,420	474,420	422,747

Trucks and buses			
Alfa Romeo	516	516	693
Fiat	15,788	15,788	34,835
Magirus	1,351	1,351	943
OM	4,949	4,949	3,570
Others	146	146	106
Total	22,750	22,750	40,147
Total vehicles	497,170	497,170	462,894